LISTING OF THE CLAIMS

Please replace all prior versions and listings of claims in the application with the listing of claims as follows:

Listing of Claims

1.   (Original) A sales management system comprising:

a sales management system customer resource database;

a system user interface configured to receive system user customer impression data and populate the system customer resource database with the system user customer impression data;

a predictive customer data determination module configured to analyze customer impression data and determine predictive customer data, wherein the analysis is conducted based on customer impression data including system user impression data, a customer confidence indicator, transaction specific data and customer specific historical dealing data; and

a predictive customer data access module configured to provide the determined predictive data to a system user.

2.   (Original) The sales management system of claim 1, wherein the predictive customer data module analyzes the customer impression data, which includes a customer attitude indicator, a relating status indicator, views on criteria, buying points and selling points, data related to the phases of the purchase process, and data related to characteristics associated with at least one key person corresponding to a particular customer.

3.   (Original) The sales management system of claim 2, wherein the predictive customer data module analysis includes a translation of a system user's customer attitude indicator valuation to derive a customer's confidence indicator.

4.   (Original) The sales management system of claim 2, wherein the predictive customer data module is configured to facilitate a system user designing a sales event that includes at least buying and selling points for the at least one customer key person.

5.   (Original) The sales management system of claim 4, wherein the predictive data module is configured to facilitate development of an action plan and related cost estimates.

6.   (Original) The sales management system of claim 5, further comprising: a sales event evaluation module configured to facilitate a sales event assessment analysis.

7.   (Original) The sales management system of claim 6, wherein the sales event evaluation module is configured so that a system user can store data describing the sales interaction with the customer related to the results of the designed sales event.

8.   (Original) The sales management system of claim 7, wherein the sales event evaluation module is configured so that a system user can evaluate the success of a sales event.

9.   (Original) The sales management system of claim 8, further comprising:

a sales forecasting module configured to facilitate system user research for a particular customer based on a customer's sales events.

10.   (Original) A predictive sales management system comprising: a sales management system customer resource database;

a system user interface configured to provide access to a predictive customer sales data research module, wherein a system user can access historical customer data, as well as predictive customer sales data;

the system user interface is also configured to provide access to a customer data aggregation module that is utilized within the system to input and analyze system user customer impression data;

a predictive salesperson performance module configured to analyze salesperson performance parameters;

a predictive customer data module configured to analyze the customer impression data and derive predictive customer sales data; and

a sales forecasting module configured to determine sales forecasts based on system user customer impression data.

11.   (Original) The sales management system of claim 10, wherein the system user interacts with the system to memorialize customer impression data as the attitudes and behavior of customers related to a sales event.

12.   (Original) The sales management system of claim 11, further comprising:

a sales event evaluation module configured to analyze sales events individually or sequentially during a sales forecasting process or a salesperson performance analysis.

13.   (Original) A predictive sales management system comprising:

a predictive customer sales database configured to provide predictive data based on customer characteristics including data associated with a system user's customer interaction, as well as historical customer transaction data;

a system user interface that facilitates interaction with the predictive customer sales database enabling a system user to develop and implement a customer needs management strategy; and

a predictive customer sales module is configured to facilitate development of the customer needs management strategy based on at least data derived from a phases of purchase process analysis.

14.   (Original) The predictive sales management system of claim 13, wherein the predictive customer sales module is configured to facilitate development of the customer needs management strategy based on at least data derived from a views on criteria analysis.

15.   (Original) The predictive sales management system of claim 14, wherein the customer needs management strategy is based on at least data derived from an analysis of system derived customer selling status indicators.

16.   (Original) The predictive sales management system of claim 15, wherein the system user interface may be configured to facilitate updating both historical and current system user impression data associated with a particular customer.

17.   (Original) The predictive sales management system of claim 16, wherein the predictive customer sales database includes at least one CNM template within a CNM pattern library.

18.   (Original) The predictive sales management system of claim 17, wherein the system user creates a sales event for determining a customer sales strategy for a particular potential sale.

19.   (Original) The predictive sales management system of claim 18, wherein the

system user develops at least one buying point and at least one selling point as part of developing the sales event.

20.　　(Original) A customer needs management method comprising:

implementing a sales management system customer resource

database;

interacting with a system user interface configured to receive system user customer impression data and populate the system customer resource database with the system user customer impression data;

analyzing customer impression data and determining predictive customer data within a predictive customer data determination module, wherein the analysis is conducted based on customer impression data including system user impression data, a customer confidence indicator, transaction specific data and customer specific historical dealing data; and

providing a system user with access to the resulting determined

predictive data.

21.　　(Original) A predictive sales management method comprising:

aggregating customer data within a predictive customer sales database configured to provide predictive data based on customer characteristics including data associated with a system user's customer interaction, as well as historical customer transaction data;

facilitating interaction between a system user and the predictive customer sales database, wherein the system user develops and implements a customer needs management strategy; and

developing the customer needs management strategy based on at least data derived

from a phases of purchase process **analysis within** a predictive customer sales module of a customer needs management system.